

Entertainment

NATIONAL EDITION | SUNDAY | FEBRUARY 18, 1929

Menu for Hotel Astor Dinner, Celebrating the Dodge Brothers Electric Sign on Broadway

To celebrate "the inauguration of the Dodge Brothers Electric Sign on Broadway," the Hotel Astor created a special four-way-fold souvenir dinner menu. The menu made its debut at a dinner party held by the Broadway Association on Wednesday, February 1, 1928. The inside of the menu contains humorous drawings in blue ink of the food served, with the different courses described in puns, playing off the theme of automobiles. Adorning the top of the menus is a drawing of the Dodge Brothers' sign lit up over Broadway. So just how much more publicity will these brothers receive for their accomplishment? Let's just say that they appear to have bright futures.



Broadway as it looked in the early 1920s, the billboard in the background is advertising the upcoming Broadway show "Robin Hood."

Upcoming Broadway Shows

- Eugene O'Neil has several performances soon to hit Broadway theaters. Among them are:
 - Beyond the Horizon which will premiere on February 2, 1920
 - "Anna Christie," which will premiere on November 2, 1921
 - "The Hairy Ape," which will premiere on March 9, 1922
- On October 18, 1922 Douglas Fairbanks Sr., known for his acting skills in The Thief of Baghdad will be starring in Robin Hood.



Wealthy socialite Jay Gatsby, the host of the many magnificent galas at West Egg.

Gatsby Parties the Place to Be and Be Seen

Social elite Jay Gatsby is known for his lavish parties. Overflowing with first-rate cuisine, fanciful music, and everyone who is someone, his parties are the place to be and be seen. New trends are found there and new trends are made there. They are this season's hot spots.

As critic Scoot Fitzgerald cited in his review:

"Gaudy primary colors and hair shorn in strange new ways and shawls beyond the wildest dreams of Castille. . . The air is alive with chatter and laughter, and casual innuendo and introductions forgotten on the spot, and the enthusiastic meetings between women who never knew each other's names. . . The party has begun."

So if you have a case of boredom, Jay Gatsby's parties may be the cure.

What's New?

- On June 14, 1923, a breakthrough occurred in communication. The first ever "wireless" telephone call was made (successfully) from New York to London.
- A new magazine, whose name is *Reader's Digest* just hit the news scene, February of 1921. Its creators are none other than DeWitt and Lila Wallace.

Exciting Events

- Renowned scientist Albert Einstein will be lecturing at Columbia University on April 2, 1921 at 7:00 on his "Theory of Relativity."
- Mispal Golf Shoes will be holding a tournament on July 7, 1922 at Harper Road. Many great professionals will attend including the talented golfer, Jordan Baker.